

THE COMPETE PROJECT

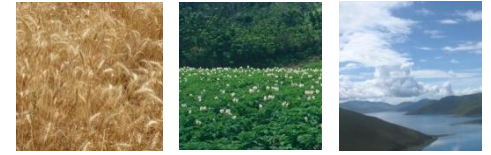
Progress Report

Reporting Period: May 27th to June 7th
Submitted by DAI to USAID, West Bank Gaza
June 2012



Agribusiness Sector

Meeting with MoA - Plant protection department



- Meeting Highlights :
 - Red Palm Weevil “RPW ” is a major threat insect to palm trees.
 - Over 7000 dunums (1750 acres) of Palm trees at risk if there is no immediate action.
- Compete Project Assistance :
 - Monitor and operate mass trapping of most damaging for over 6200 dunums (1550 acres) of palm trees in the Jordan Valley through the Date Cooperative.
 - Pheromone traps for mass monitoring of the RPW.
 - Training modules and equipment's.
- Impact :
 - Sustaining the fresh herb export industry.
 - Reducing pesticide and insect residues to international standards requirements.



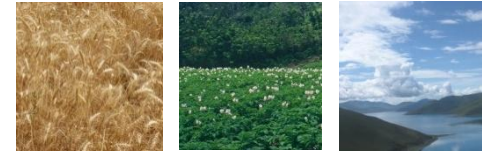
Treatment of Saline Water by magnetic technology



- Salinity affects plant growth by weakening the plant ability to absorb water from the soil therefore severely reduces productivity.
- The over exploitation of the aquifers in the Jordan Valley has caused a severe lowering of groundwater table and increased salinity.
- To strengthen the competitiveness and export potential, **Compete Project** has assigned a consultant from Tunisia to check part of the 2800 dunums (700 acres) irrigated there using the Aqua-4D equipment
- Positive results were recorded within the study such as reduction of fertilizer use by over 20 %, better yield and size of fruit and reduced substantially nematode infestation.
 - Based on these results, **Compete will set up several pilots demos** to enable the use of saline water for irrigation in the Jordan Valley with this technology.
 - Demos will be implemented on **Dates, Fresh Herbs, Grapes and vegetables.**



USAID Familiarization Tour in Nablus and Jenin June 5th



USAID and Compete team Visit West Waste Water Treatment Plant in Nablus:

- Briefed on progress in the *West Waste Water treatment Plant in Der Sharaf* near Nablus (to be accomplished in March 2012, with a capacity to irrigate over 10,000 dunums).
- Explored elements to commercialize usage for expanded agriculture production.
- Met stakeholders/business leaders willing to commercialize usage, start pilot project.
- Study tours will follow to similar Jordanian and Israeli plants to raise awareness around use of waste water for MoA employees, PWA, PSI and the farmers.



USAID & Compete team visited red potatoes demo plot:

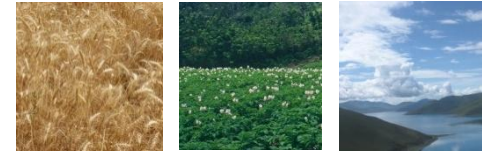
- The demo plot of a 200 dunums (50 acres) area is expected to produce a first batch of around 120 metric tons in mid July 2012.
- Compete project will work closely with producers and industrial processors to introduce new crops such as carrots, maize, peas to supply local market demand.



Meetings & Follow up Highlights

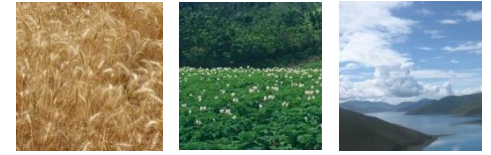


- Meeting with Fresh Herbs stakeholders to found a Fresh Herbs Organization to lead efforts of organizing this sub agro-industry
- Meeting with local legal advisor to study the current legislative framework to ensure a legal protection of a geographic trademark for the dates such as “Jericho Dates”
- Finalize selection of local consultants to facilitate delivery of various upcoming activities



Tourism Sector

Hospitality School



- For the development of the Hospitality School plan, current negotiations are underway to contract local and international consultants to develop a plan that targets all industry personnel.
- A series of training modules are being developed, along the service gap and labor gap analysis.
- Draft TOR has been developed, and work is planned to commence in late June and to be finalized in late August

Hotel Classification



- A local and a Jordanian consultant will shortly begin working on the mandatory hotel classification system. The Jordanian consultant is responsible for developing and implementing the Jordan hotel classification system.

Bethlehem Master Plan



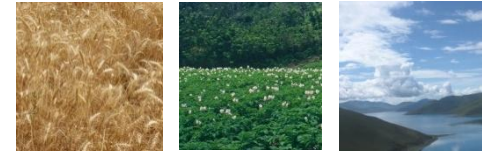
- Draft signage plan has been developed under the Bethlehem signage project, which includes:
 - ❖ The Sites requiring signage.
 - ❖ The actual number of signs needed to aid access to sites (from various entry points, and between sites), also to exit from Bethlehem.
 - ❖ The estimated cost for signage.

Digital



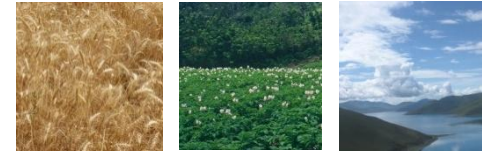
- Assessment of the digital capacity of the tourism and ICT sectors to compete in the digital tourism environment is planned to take place on Saturday June 16.
- Digital marketing seminars for the tourism sector are planned for June 25 and 26 in Bethlehem and Ramallah respectively. These would highlight potential opportunities for the sector and present easy steps to use online marketing.
- Another digital marketing seminar is planned for June 27 in Ramallah for the ICT sector. It will present the potential opportunities to provide services to the local tourism and global industry through digital mediums.

Site Renovation



- A briefing file on site renovation is being developed for the CIBER and Site Renovation team. It will include site background, reports, existing projects and local community engagement around each of the 18 nominated sites for assessment.

Meeting with Palestinian Wildlife Society “ PWS ” June 7th , Bethlehem



- A meeting took place with “ PWS ” to :
 - View some of the projects supported through local community development.
 - Listen to draft ideas on developing an authentic tourism experience in Mar Saba through engagement with the local and Bedouin community.

USAID Familiarization Visit to the Sites of Sabastiya & Burqin Church , June 5th



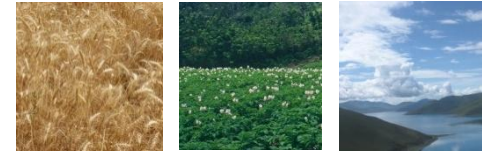
- In preparation for site renovation assessment, USAID together with compete team visited **Sabastiya archaeological sites**.

The visit sites included:

- John the Baptist burial Tomb
- The Mosque
- The Women's club – a community development center and the guesthouse

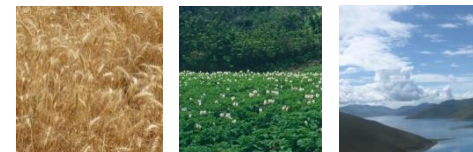
- USAID and compete team also visited **Burqin Church** to assess potential for site renovation





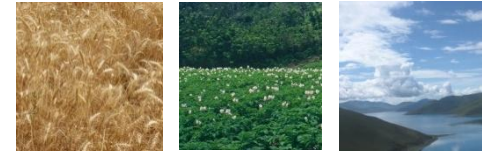
ICT Sector

Meeting with PITA



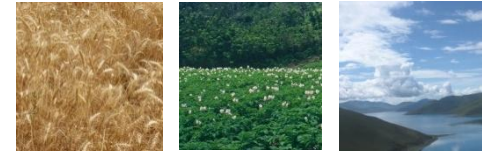
- Compete ICT Lead met with PITA to finalize the “Diaspora Linkage” application to cover:
 - Best methodology to connect with Diaspora as part of PITA outreach strategy
 - Possible roles Diaspora elements can play in development of Palestinian IT sector
 - J-1 exchange trainees and possible role of PITA/Diaspora in supporting them
 - Internship program with local Palestinian companies
 - Possible participation of PITA in MENA IT conference in Amman next October

Intel project

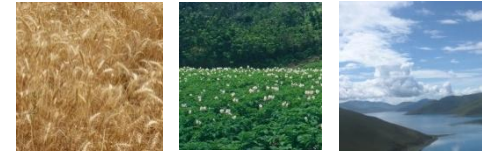


- Compete Project is discussing expanding Intel project with two Palestinian firms: Asal & Jaffa Net .
- At least 20 new jobs will be created in Ramallah to work on specific IT development products.

New Tier-2 IT companies

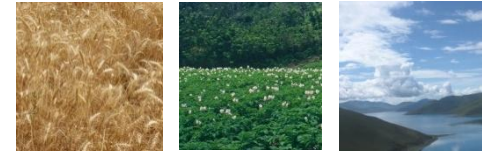


- Compete is currently assessing new tier- 2 Palestinian IT companies currently working with Multinationals for possible synchronization with the project goals:
 - Algorizm: www.algorizm.net
 - Omega Web Technologies: www.owebapps.com



Stone & Marble Sector

CIBER Progress



- Literature Selection, Review and Sent out to International CIBER Team
- CIBER Scope of Work (updated)
- Local EBD and Information (in-progress)

Stone & Marble Progress



- Criteria for Targeting & Selecting Export Ready SME's (in-progress)
- Sector Targeted Companies – required information (in-progress)
- Two meetings conducted with Next Step Marketing Company to set forth a clear foundation of sector activities including future representation of Palestinian Stone and Marble companies at Marmomacc Trade Show in Verona.
- Research Conducted Regarding Baselines and Indicators.